

Are French Women the Most Beautiful?

History proves that beauty is the birthright of every woman, if she will avail herself of the opportunity to acquire it.



WHEN Beauty is the subject of discussion all instinctively turn to France. The beauty of the French woman is proverbial. It seems always to have been an accepted fact that they are the most attractive women on earth.

But what is it that makes them so? Has Nature endowed them with more perfect features? Are the maids of France alone possessed of some super-charm, bestowed upon them by Fortune? What is the secret?

It is simply this:

Since time immemorial the spirit of the French woman has been to make the most of her natural gifts—to emphasize and accentuate every subtle charm and possible source of beauty to the utmost degree. It is their art, their dress, their studied poise and grace, and their exquisitely perfect grooming that have won them this universal acclamation. They have made a study of how to be beautiful despite all deviation from the classic standards of beauty.

What the French woman has accomplished, all women can accomplish. One does not have to possess the facial lines of a Venus to be truly beautiful. Beauty consists of more than mere contour of feature. It may be in expression, in harmony of color, or in refinement of complexion—in a dozen different details. Therefore every woman owes it to herself to employ those authentic preparations which alone can enhance her true allurements. Their intelligent and skilful use is an art, not an artifice, which every woman should master.

As France has led in beauty, so she has led in the means by which beauty is acquired. Skilled as they always have been in the making of beauty preparations, a new epoch began when Bourjois, perfumer devoted to the problems of femi-

nine beauty, introduced new and better methods for enhancing woman's loveliness.

Sixty years ago they gave to the women of France a group of cosmetics, the result of long and tireless research, which to this day never have been surpassed in excellence. Today the house of Bourjois is an international institution. The name Bourjois has everywhere become synonymous with beauty. From the few initial products, their line has grown to over a thousand well known preparations.

The virtues of the entire line of Bourjois products, covering practically every known requirement for the enhancement of complexion beauty, are best embraced in twelve leading preparations. There is scarcely a beauty need that is not met by some one of these twelve. They have been selected, not by Bourjois, but by the unanimous approval of the women of France.

For the convenience of the American woman, these twelve leading compounds have been assembled in a unique and

handsome display case. The Bourjois Cabinet Assortment will be found on the counters of progressive dealers, everywhere.

Bourjois' JAVA Face Powder is used by more women than any other face powder in the world, because, as has been justly said, it is "visible only in the beauty it bestows". Although it retails for only 50c for an unusually large box, no face powder could be made better or purer; none succeeds better in keeping the complexion fair and fragrant.

Bourjois' MANON LESCAUT Face Powder is the supreme face powder product of Bourjois, the oldest makers of face powder in the world. For seductive fragrance and refinement of texture it is without compare, yet it costs no more than many inferior face powders.

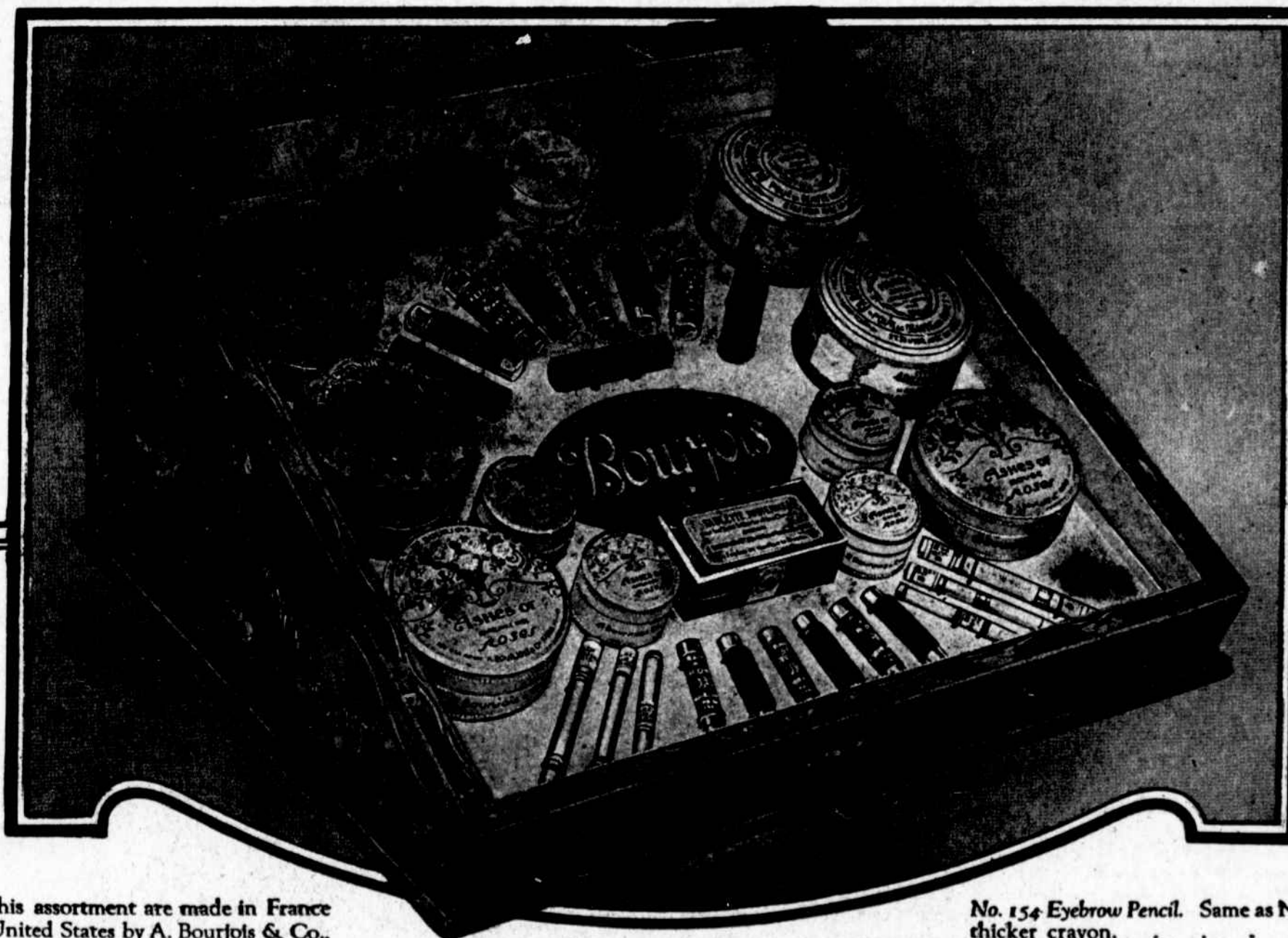
Bourjois' "ASHES of ROSES" Rouge, when properly used, imparts to the cheek the charm of genuine color, the blush of youth and vivacity, without a suggestion of artificiality.

Bourjois' Compact "ASHES of ROSES" in White, Flesh, Rose or Brunette in various sizes is perfect for carrying in the bag, purse, or pocket for short trips or shopping.

Bourjois' Eyebrow Pencils and Lip Sticks are standard for quality the world over.

Bourjois' *Tablet Indienne*—is a preparation for beautifying eyebrows and eye lashes with no equal for quality. It is also used for restoring dark tones to the hair but it is not a hair dye.

The complete list of the twelve products, with all details and prices will be found in the panel below. Read it over—decide which you should have—and go to your dealer today. You can be convinced of the superiority of Bourjois preparations by mailing the coupon at the bottom of this page for samples.



Bourjois' MANON LESCAUT Face Powder



ALL the goods in this assortment are made in France and packed in the United States by A. Bourjois & Co., Inc., of New York.

Java Face Powder, for over fifty years the world's largest selling popular-priced face powder. Very adherent.

Retail 50c.

Manon Lescaut Face Powder, the highest grade face powder that can be made; exquisitely and lastingly perfumed.

Retail \$1.25

No. 83 Compacts, a rich and luxurious line of compact powders and rouges in appropriate leatherette cases.

Retail 75c.

No. 88 Ashes of Roses. Compact rouge and the three best colors in compact face powder; for pocket use.

Retail 50c.

Bourjois' Cabinet Assortment

No. 89. Same as No. 88, but much larger, with 2½-inch French wool puff; biggest value offered to the public in the entire compact line. For use on toilet table or in pocket.

Retail 75c.

Eyebrow Pencil. No better can be made. Difference in price is simply difference in size and style of packing:

No. 35 Eyebrow Pencil. Small metal case with best grade crayon. Retail 15c.

No. 153 Eyebrow Pencil. As above, but with slide case and longer crayon. Retail 20c.

No. 154 Eyebrow Pencil. Same as No. 153, but with larger and thicker crayon. Retail 25c.

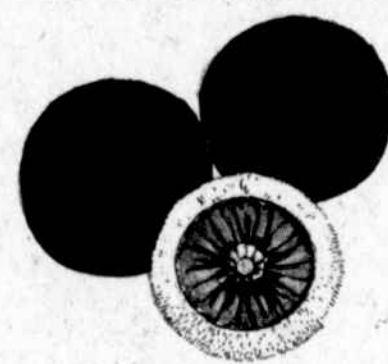
No. 147 *Tablet Indienne*, an eyebrow outfit, consisting of a tablet of black or brown coloring, for beautifying the eyebrows and lashes and coloring faded hair. Brush and mirror. Retail 50c.

No. 144N Lip Stick. In a small metal case with slide; highly perfumed paste, in two colors—light and dark; for pocket use. Can also be used for the complexion. Retail 25c.

No. 124. Same as above, but larger, for home or pocket use. Retail 50c.

No. 1897 Lip Pomade. In stick form, rose odor, three colors: white, coral and deep carmine. The white and coral give no color, and are used simply for softening the lips and for chapped lips. The carmine gives a natural color and can be used for the complexion also. Retail 25c.

Bourjois' "ASHES of ROSES" Rouge No. 83



A. BOURJOIS & CO., INC.

NEW YORK 33 West 34th Street PARIS

Enclosed find 15c for generous samples of Bourjois' "Manon Lescaut" Face Powder and Bourjois' "Ashes of Roses" Rouge, together with beautifully illustrated booklet "Why did they love her?"

Check color wanted

White ☐ Naturelle ☐ Rose ☐ Rachel ☐

Name

Address

City

Bourjois' JAVA Face Powder
MANON LESCAUT Face Powder
Bourjois' ASHES of ROSES Rouge
All Reg. U. S. Pat. Off.

To Dealers:
Write for particulars regarding Bourjois' Cabinet Assortment.